

This Little Piggy Went to Market, This Little Piggy...



Presentation to: 2000 National Workshop on
State Building Energy Codes

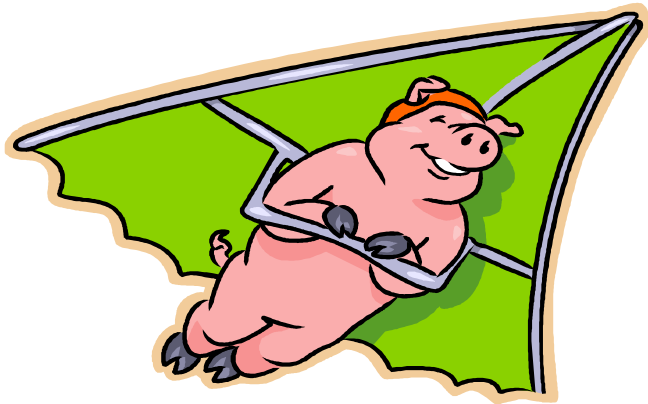
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Overview

- ▶ Market Transformation and Energy Codes
- ▶ Northeast State Examples: MA, NJ, NY, VT



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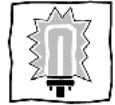
Market Transformation: Definition

- ▶ Market Transformation for energy efficiency is a strategy or program undertaken to establish energy efficient products and technologies as common product offerings in the competitive market place.
- ▶ Building performance goal:
Assure proper performance of measures once specified and installed (real vs. paper savings)



Market Transformation: Key Elements

- ▶ Address market barriers - lack of time, \$, understanding
- ▶ Effect lasting changes - build it right the first time
- ▶ Set long-term goals with near-term objectives - the plan
- ▶ Work with existing market channels - lumberyards
- ▶ Build on market trends - IAQ concerns
- ▶ Track market progress - evaluation/baseline studies
- ▶ Coordinate efforts to leverage maximum effect - utilities and industry trade allies



Market Transformation: A Policy Perspective



- ▶ Ratepayer funded energy efficiency:
 - Public policy directives in the Northeast region
 - ▶ Address “lost opportunities” - building energy codes!
 - ▶ Serve low income - codes!
 - ▶ Transform markets for products and services - codes!
 - ▶ Encourage market-based services - codes!
 - ▶ Defer distribution investments - codes!
- ▶ Justify value of program to funders - policymakers and legislators

Massachusetts: Partnering with Industry



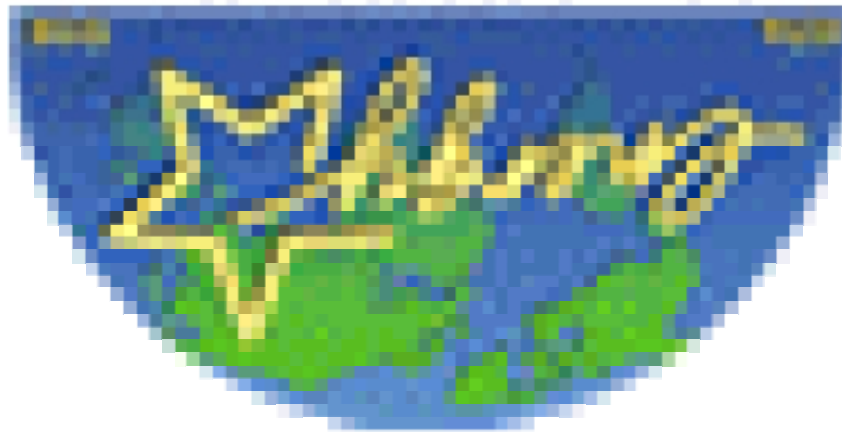
- ▶ Lumber yards (supported by their suppliers)
- ▶ Manufacturers/suppliers (window, insulation)
- ▶ Trade associations (builders/remodelers, architects, manufacturers)
- ▶ Utilities (via mandated or voluntary programs)
- ▶ Building officials



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New Jersey: Ratepayer-Funded Programs

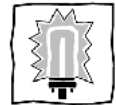
- ▶ Via utilities - multi-year effort
- ▶ Energy Star Homes Program - incentives
- ▶ Assist state code agency - code implementation and evaluation



New York:

System Benefits Charge Programs

- ▶ Influence design and construction - work with building owners, developers and builders/designers
- ▶ Focus on electric energy efficiency measures
- ▶ Promote above-code practices - commissioning
- ▶ Technical assistance/cost analysis - standard vs. best practices



Vermont:

Code/Voluntary Programs

- ▶ Key part of code implementation strategy is inclusion of voluntary programs
 - ▶ VT Star Homes Program (Efficiency Vermont)
 - ▶ Energy Rated Homes of Vermont
 - ▶ EPA Energy Star Program
 - ▶ Offers code compliance support to builders
 - ▶ Reaching more of the market
 - ▶ Co-sponsorship of workshops and conferences
 - ▶ Cooperative Monitoring and Evaluation

Push/Pull Strategy



- ▶ Voluntary Programs pull the market toward a higher standard
- ▶ Codes push the market toward voluntary programs
- ▶ Voluntary programs are partners in code promulgation and implementation
- ▶ Codes are a marketing opportunity for voluntary programs
- ▶ Voluntary programs are better at building science
- ▶ Codes encourage builders to think about efficiency before they build



Effective Energy Codes

- New technologies and practices
 - Incorporate new technologies and practices that replace less efficient technologies and practices
- Code implementation and enforcement
 - Improve code effectiveness through innovative enforcement practices by local governments
- Building performance
 - Assure proper performance of measures once specified and installed (real vs. paper savings)

